



Why Comprehensive Mobile Studio Metrics Matter

Overview

In an era where customer attention is scarce, SMS campaigns often yield higher open rates and faster engagement than other channels. Yet many marketers lack insight into click behaviors, which are crucial for measuring the true impact of an SMS campaign. Without robust click-tracking, executives struggle to gauge campaign effectiveness, attribute revenue accurately, and allocate marketing budgets.

By harnessing AI-driven solutions and automation, organizations can not only capture complete mobile studio metrics but also sync them with Salesforce—closing the gap between leads and conversions and facilitating data-informed strategy. Mountainise’s solution exemplifies how AI-powered operations support business growth by unifying data, eliminating manual effort, and providing a single source of truth.

Services we provided

- Salesforce Marketing Cloud
- Mobile Studio
- Salesforce Sales Cloud

Challenge

The client, a global enterprise leveraging Salesforce Marketing Cloud, was hampered by SFMC’s lack of native SMS click-tracking:

- **Incomplete Data:** Only send and delivery metrics were available, obscuring how recipients engaged with embedded links.
- **Manual Integration Gaps:** Without automated data synchronization, insights lived in silos, preventing real-time reporting in Salesforce.
- **Hindered Decision-Making:** Inability to track clicks made it difficult to evaluate campaign effectiveness or refine SMS tactics.

Objective: Implement a robust, automated framework to capture SMS clicks and sync engagement data seamlessly with Salesforce, ensuring end-to-end visibility for more effective, data-driven marketing decisions.

Solution

Mountainise delivered a holistic, AI-powered solution to address SMS tracking gaps. Although the core technical enhancements revolved around AMPscript, custom Cloud Pages, and automated synchronization, the architecture was designed to be extensible for future AI- and analytics-driven insights.

1. AMPscript-Based Click Tracking

- **Dynamic URL Modifications:** AMPscript appended key identifiers—Subscriber Key, Send Date, and other relevant parameters—to each SMS link.
- **Future AI Integration:** By tagging each link, the data framework is prepared for advanced analytics or machine-learning algorithms that could predict best send times or personalize SMS content.

2. Cloud Page for Real-Time Click Logging

- **Centralized Data Capture:** When recipients clicked an SMS link, they were seamlessly redirected to a Cloud Page that recorded essential information.
- **Data Extension Storage:** A dedicated Data Extension (e.g., ClicksLog_CloudPage) collected these logs for analysis.
- **Optimized Performance:** Minimal redirect latency ensured customers experienced no delays, maintaining SMS campaign engagement rates.

3. Automated Data Synchronization

- **SFMC Data Views:** SMS send and delivery metrics were pulled from SFMC’s system data views, then combined with click data for a 360-degree view of engagement.
- **Unique Identifier (UID):** Each SMS message and click event was assigned a UID for precise matching and future reference.
- **AI Opportunity:** This UID approach lays groundwork for AI-based correlation across marketing channels, enabling multi-touch attribution and advanced segmentation.

4. Seamless Salesforce Integration

- **Create New Object Activity:** Using Salesforce Journey Builder, Mountainise set up a new custom object, “Individual SMS Result,” in Salesforce.
- **Comprehensive Data Fields:** Deliveries, clicks, and other vital engagement metrics were included, along with the UID.
- **Bi-Directional Sync:** Data from Salesforce also flows back into SFMC, creating consistent datasets for both marketing and sales teams.

5. Full Data Sync for Unified Reporting

- **Automated SQL Queries:** Click data was merged with SMS metrics in SFMC, ensuring a single Data Extension hosted the enriched dataset.
- **Real-Time Record Updates:** Salesforce records were automatically updated with ClickDate and other engagement insights.
- **Enhanced Analytics:** With all SMS interactions available in a single source, marketing and analytics teams can apply AI-driven models to identify patterns, predict engagement, and refine targeting strategies.

Result

Driving Growth and Data-Driven Decisions

1. Complete SMS Engagement Tracking

Click data previously unavailable was now fully captured, closing a significant data gap and revealing the true effectiveness of SMS campaigns.

2. Enhanced Data Integrity

By leveraging UIDs, the solution assured accurate matching between SFMC data and Salesforce records. This method minimized errors, maintaining trust in CRM reporting.

3. Operational Efficiency

Automation replaced manual data transfers, saving time and reducing mistakes. Teams could shift focus to high-value tasks, such as strategy and campaign optimization.

4. Real-Time Insights for Strategic Decisions

Holistic engagement data enabled executives to assess campaign ROI, refine targeting, and optimize send times—strengthening overall marketing performance.

5. Future-Ready Framework

Built with extensibility in mind, the integrated system is primed for AI-driven analysis. Predictive insights or multi-channel attribution models can easily be layered on as business needs evolve.

Conclusion

SFMC’s native SMS tracking gaps need not limit your marketing insights. By implementing custom AMPscript, automated workflows, and seamless integration with Salesforce, Mountainise delivers AI-powered, data-driven solutions that provide full visibility into SMS campaigns. Organizations can now confidently optimize their messaging strategies, leveraging real-time insights to boost engagement and ROI.

Ready to supercharge your SMS marketing strategy and data analytics?

Contact Mountainise today to explore how our expertise in AI-driven solutions and Salesforce Marketing Cloud can transform your campaigns and accelerate business growth.